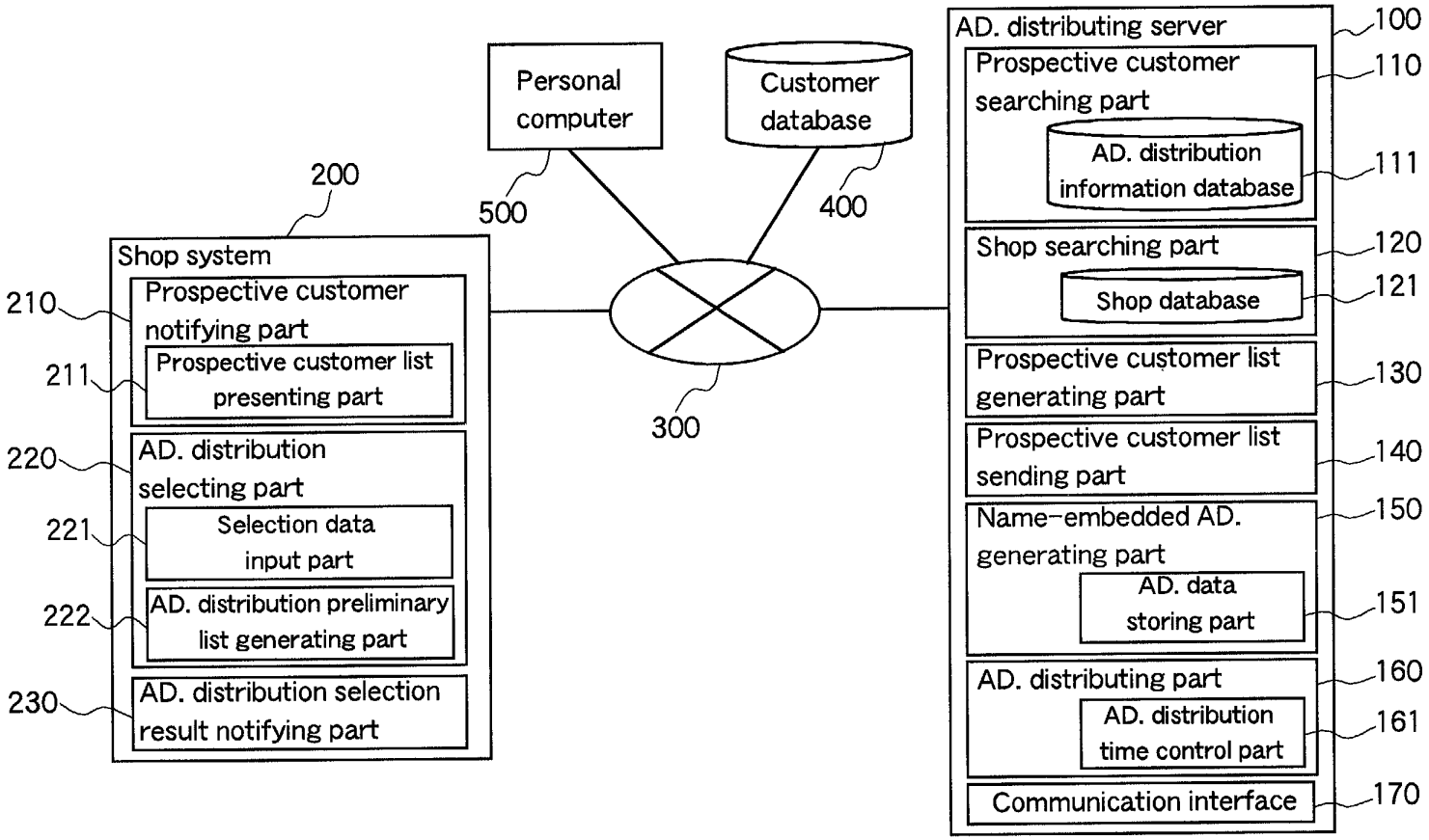

* "AD." means Advertisement.
The rest is the same above.

FIG. 1

AD. ID	Article ID	Article name	Article type	Manufacturer ID	Manufacturer name	AD. data	AD. sending requirements	Expiration data	Staring data and time
4343	4343	"Banquet of xx"	Book	127	xx bookstore	--	--	--	--
7323	542	"xx car"	Car	24	xx car	--	--	--	--
4355	4354	"xx station"	Information equipment	43	xx computer	--	--	--	--
5455	655	"xx drink"	Sports drink	343	xx drink	--	--	--	--

FIG. 2

Customer ID	Customer name	Electronic mail address	Areas of interest	Postal code	Address	Age	Gender	Advertisement receiving requirements
4343	Masashi Uyama	uyama@××××.××××.co.jp	--	663-8104	--	--	--	--
7323	Yohji Kohda	kohda@××××.××××.co.jp	--	674-8555	--	--	--	--
4355	--	--	--	673-0038	--	--	--	--
5455	--	--	--	927-9496	--	--	--	--

FIG. 3

Shop ID	Name	TEL No.	Address	Dealing article type
434353	○○bookstore	078-×××-××××	Okubo-cho×-××	Book
73223	○○restaurant	--	--	Food and drink
435545	○○flowershop	--	--	flower
5454455	○○bookstore	--	Nichiakashi Minami×××-×	Book

FIG. 4

Article ID	Customer ID	Electronic mail address	Shop ID	Distribution flag
3444	4343	uyama@××××. ××××.co.jp	322	Prospective
3444	7323	kohda@××××. ××××.co.jp	322	Prospective
3444	5445	iwayama@××××. ××××.co.jp	322	Prospective

FIG. 5

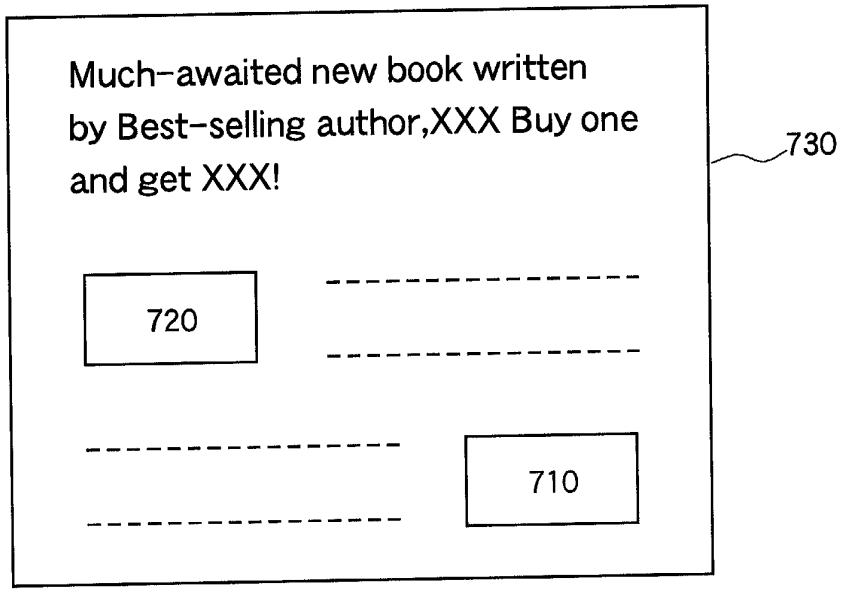
Much-awaited new book written by Best-selling author,XXX Buy one and get XXX!
730
720
710

FIG. 6

Article ID	Customer ID	Name	Distribution flag
3444	4343	Masashi Uyama	Prospective
3444	7323	Yohji Kohda	Distribution prohibited
3444	5445	Noboru Iwayama	Prospective

FIG. 7

Article ID	Customer ID	Electronic mail address	Shop ID	Distribution flag
3444	4343	uyama@××××.××××.co.jp	322	Prospective
3444	7323	kohda@××××.××××.co.jp	322	Distribution prohibited
3444	5445	iwayama@××××.××××.co.jp	322	Prospective

FIG. 8

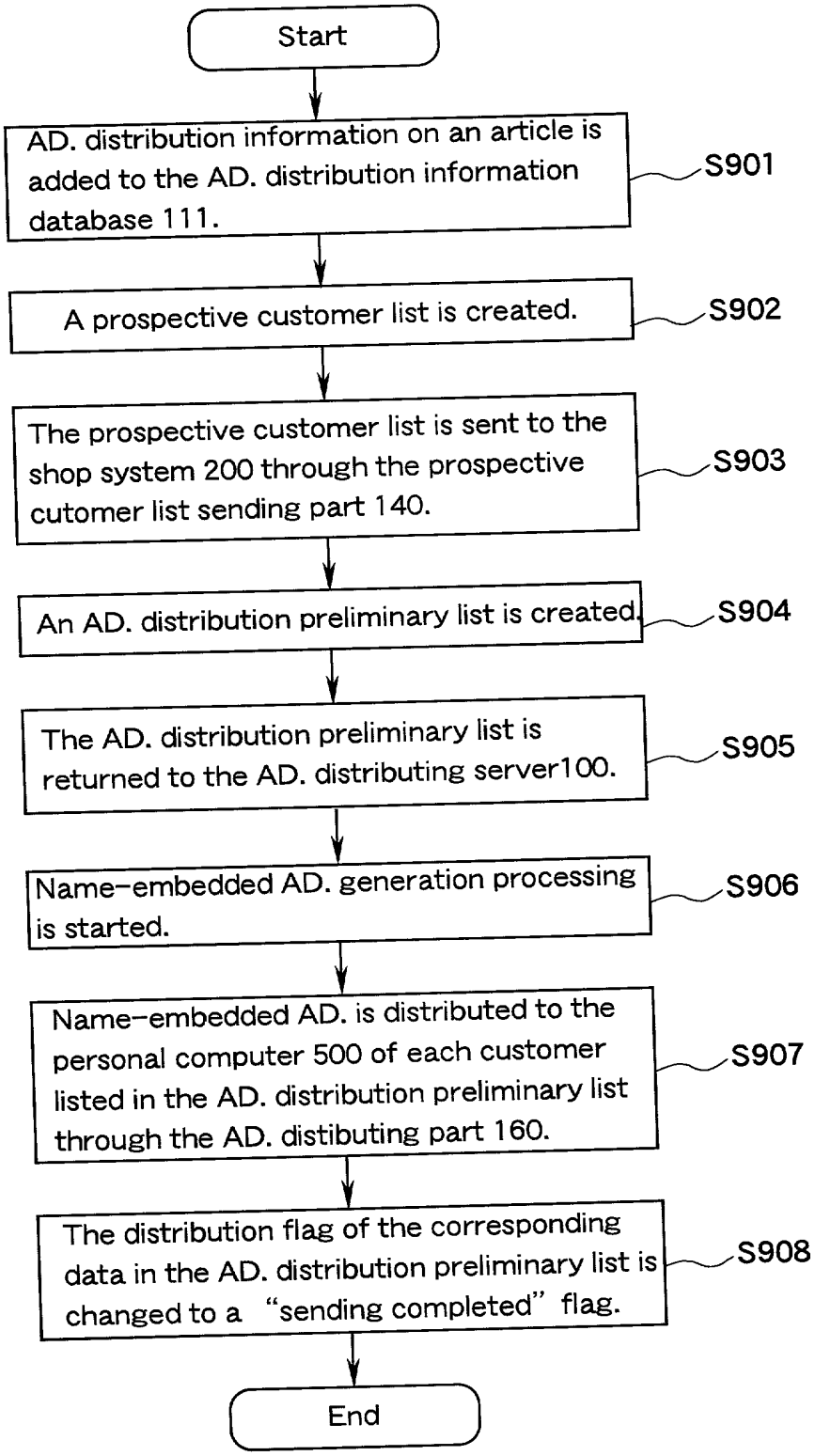
Start
AD. distribution information on an article is added to the AD. distribution information database 111.
S901
A prospective customer list is created.
S902
The prospective customer list is sent to the shop system 200 through the prospective cutomer list sending part 140.
S903
An AD. distribution preliminary list is created.
S904
The AD. distribution preliminary list is returned to the AD. distributing server100.
S905
Name-embedded AD. generation processing is started.
S906
Name-embedded AD. is distributed to the personal computer 500 of each customer listed in the AD. distribution preliminary list through the AD. distibuting part 160.
S907
The distribution flag of the corresponding data in the AD. distribution preliminary list is changed to a "sending completed" flag.
S908
End

FIG. 9

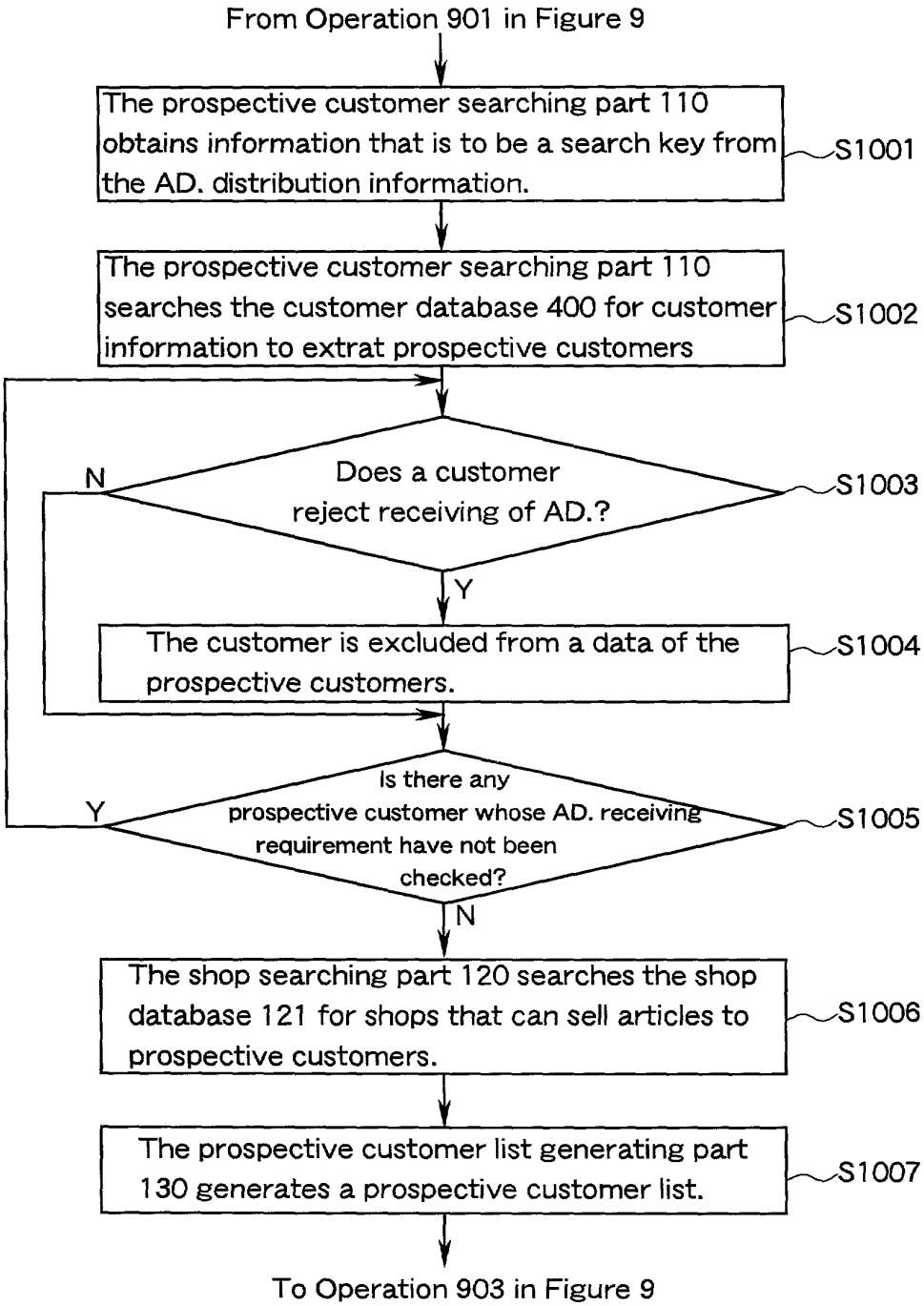
From Operation 901 in Figure 9
The prospective customer searching part 110 obtains information that is to be a search key from the AD. distribution information.
S1001
The prospective customer searching part 110 searches the customer database 400 for customer information to extrat prospective customers
S1002
Does a customer reject receiving of AD.?
S1003
N
Y
The customer is excluded from a data of the prospective customers.
S1004
Is there any prospective customer whose AD. receiving requirement have not been checked?
S1005
Y
N
The shop searching part 120 searches the shop database 121 for shops that can sell articles to prospective customers.
S1006
The prospective customer list generating part 130 generates a prospective customer list.
S1007
To Operation 903 in Figure 9

FIG. 10

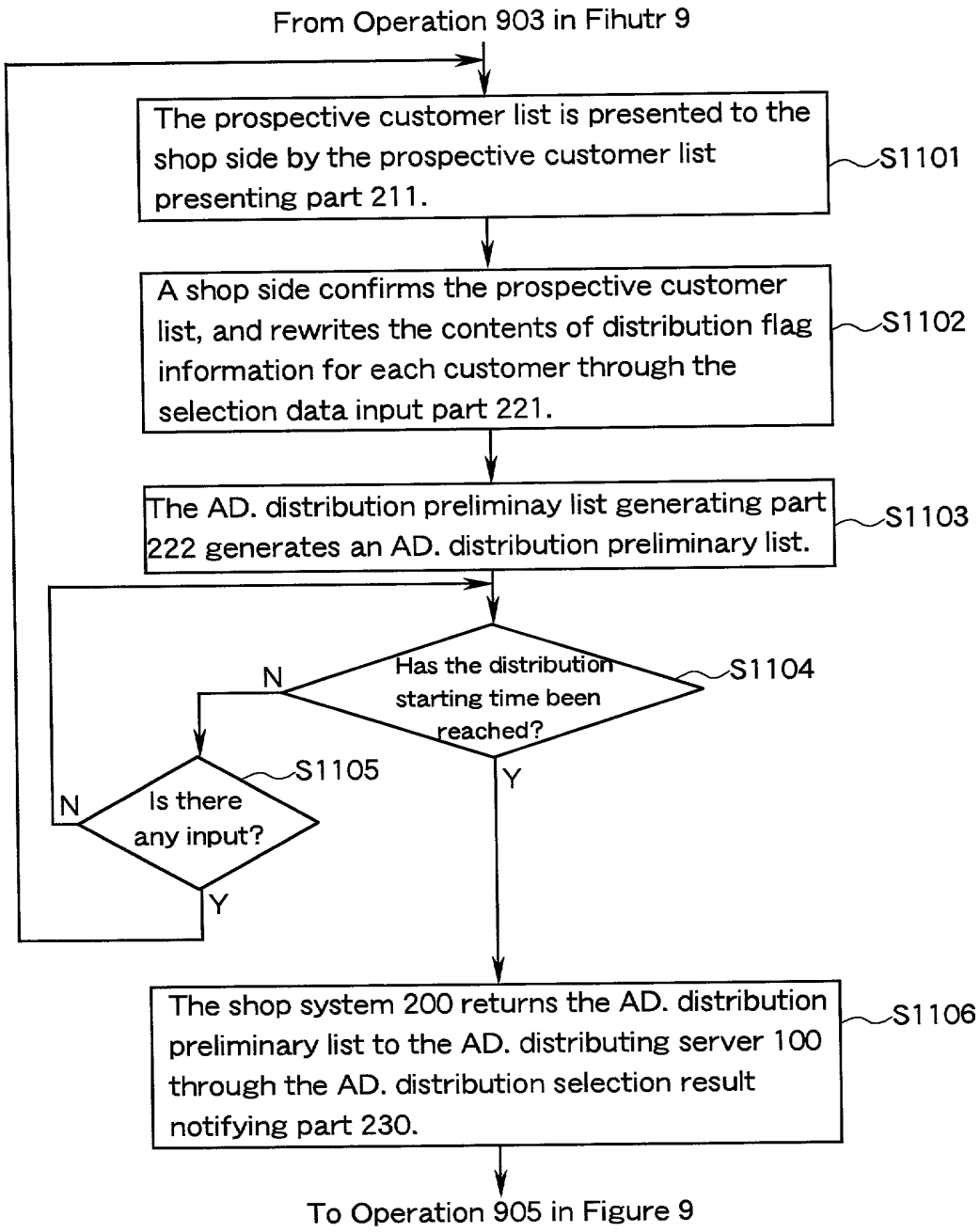
From Operation 903 in Fihutr 9
The prospective customer list is presented to the shop side by the prospective customer list presenting part 211.
S1101
A shop side confirms the prospective customer list, and rewrites the contents of distribution flag information for each customer through the selection data input part 221.
S1102
The AD. distribution preliminay list generating part 222 generates an AD. distribution preliminary list.
S1103
Has the distribution starting time been reached?
S1104
N
Y
Is there any input?
S1105
N
Y
The shop system 200 returns the AD. distribution preliminary list to the AD. distributing server 100 through the AD. distribution selection result notifying part 230.
S1106
To Operation 905 in Figure 9

FIG. 11

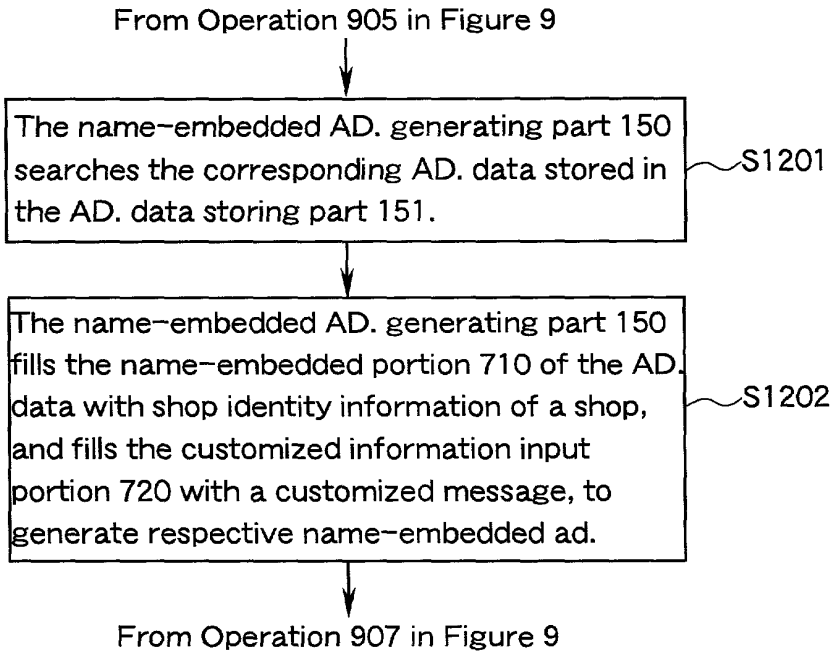
From Operation 905 in Figure 9
The name-embedded AD. generating part 150 searches the corresponding AD. data stored in the AD. data storing part 151.
S1201
The name-embedded AD. generating part 150 fills the name-embedded portion 710 of the AD. data with shop identity information of a shop, and fills the customized information input portion 720 with a customized message, to generate respective name-embedded ad.
S1202
From Operation 907 in Figure 9

FIG. 12

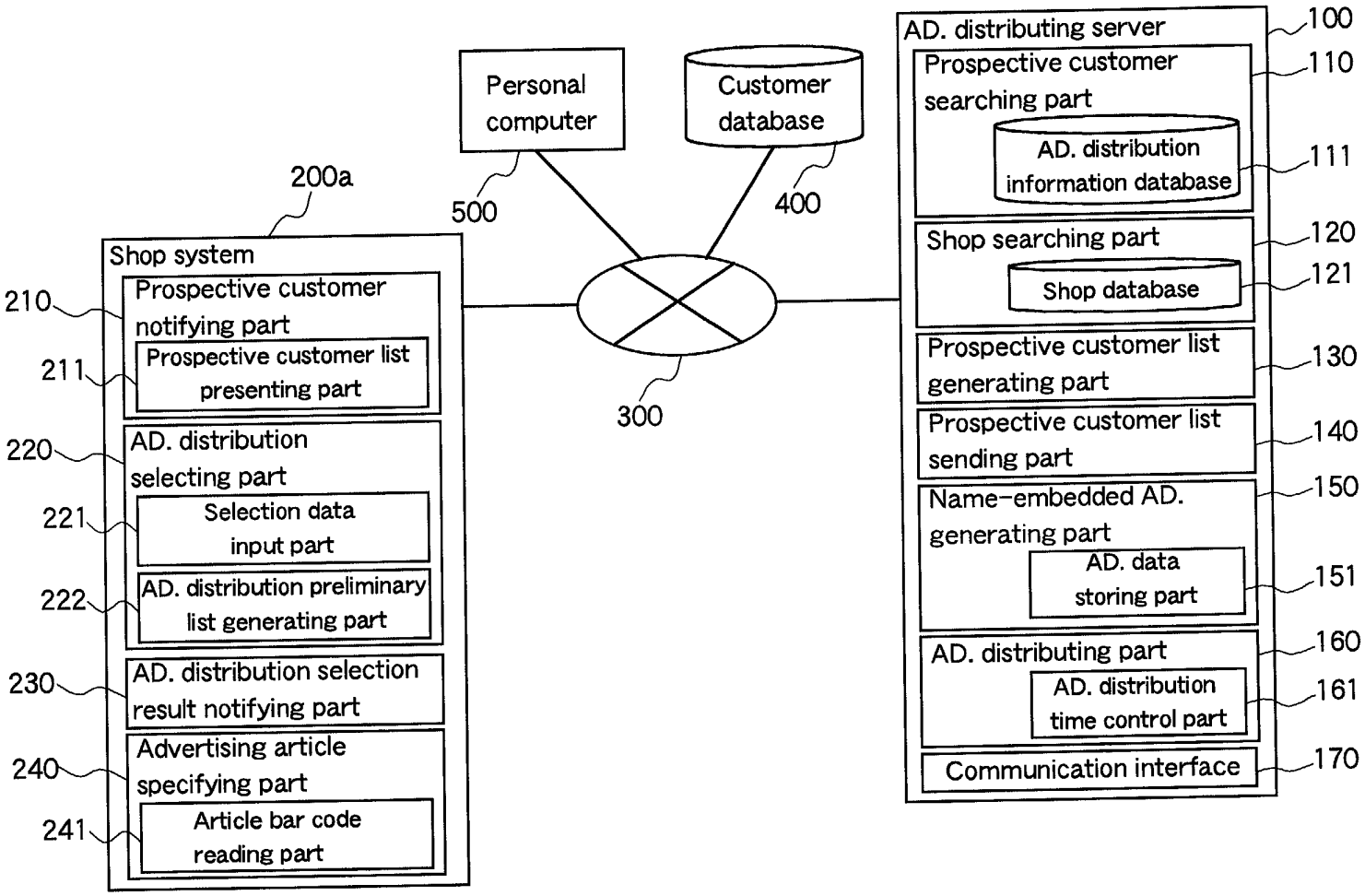
AD. distributing server
100
Prospective customer searching part
110
AD. distribution information database
111
Shop searching part
120
Shop database
121
Prospective customer list generating part
130
Prospective customer list sending part
140
Name-embedded AD. generating part
150
AD. data storing part
151
AD. distributing part
160
AD. distribution time control part
161
Communication interface
170
Personal computer
500
Customer database
400
300
200a
Shop system
210
Prospective customer notifying part
211
Prospective customer list presenting part
220
AD. distribution selecting part
221
Selection data input part
222
AD. distribution preliminary list generating part
230
AD. distribution selection result notifying part
240
Advertising article specifying part
241
Article bar code reading part

FIG. 13

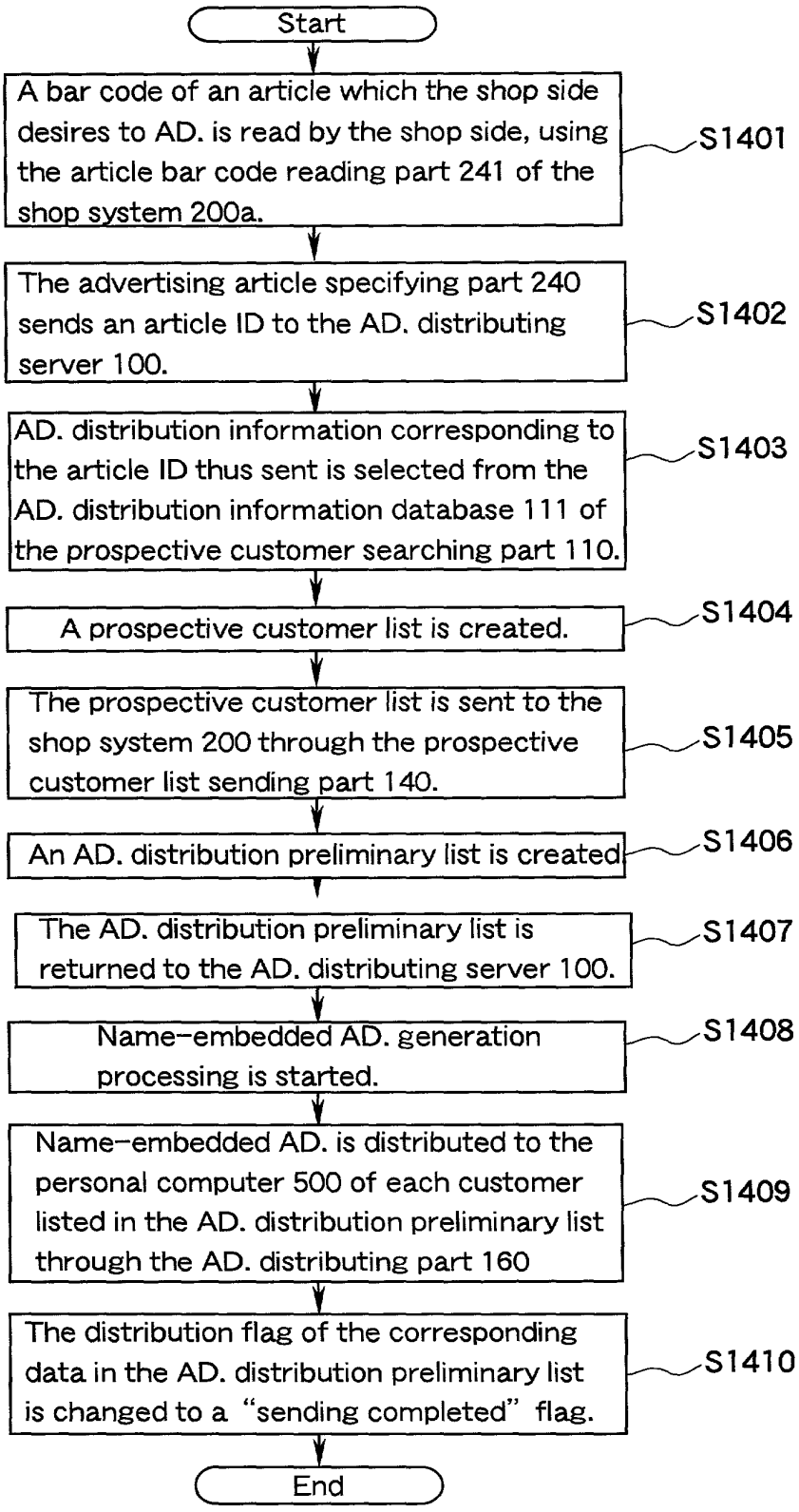
Start
A bar code of an article which the shop side desires to AD. is read by the shop side, using the article bar code reading part 241 of the shop system 200a.
S1401
The advertising article specifying part 240 sends an article ID to the AD. distributing server 100.
S1402
AD. distribution information corresponding to the article ID thus sent is selected from the AD. distribution information database 111 of the prospective customer searching part 110.
S1403
A prospective customer list is created.
S1404
The prospective customer list is sent to the shop system 200 through the prospective customer list sending part 140.
S1405
An AD. distribution preliminary list is created
S1406
The AD. distribution preliminary list is returned to the AD. distributing server 100.
S1407
Name-embedded AD. generation processing is started.
S1408
Name-embedded AD. is distributed to the personal computer 500 of each customer listed in the AD. distribution preliminary list through the AD. distributing part 160
S1409
The distribution flag of the corresponding data in the AD. distribution preliminary list is changed to a "sending completed" flag.
S1410
End

FIG. 14

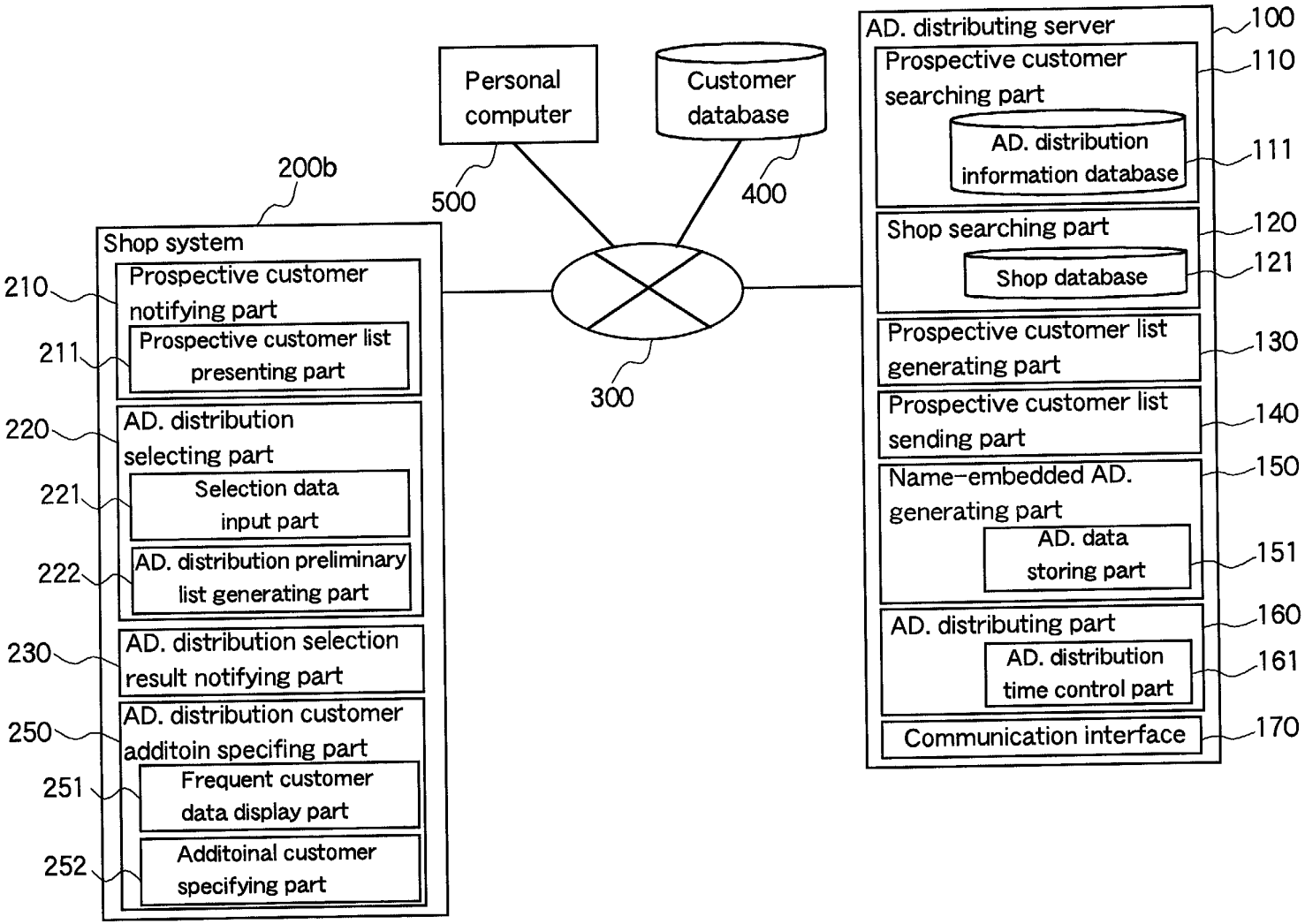
AD. distributing server
100
Prospective customer searching part
110
AD. distribution information database
111
Shop searching part
120
Shop database
121
Prospective customer list generating part
130
Prospective customer list sending part
140
Name-embedded AD. generating part
150
AD. data storing part
151
AD. distributing part
160
AD. distribution time control part
161
Communication interface
170
Personal computer
500
Customer database
400
300
200b
Shop system
210
Prospective customer notifying part
211
Prospective customer list presenting part
220
AD. distribution selecting part
221
Selection data input part
222
AD. distribution preliminary list generating part
230
AD. distribution selection result notifying part
250
AD. distribution customer additoin specifing part
251
Frequent customer data display part
252
Additoinal customer specifying part

FIG. 15

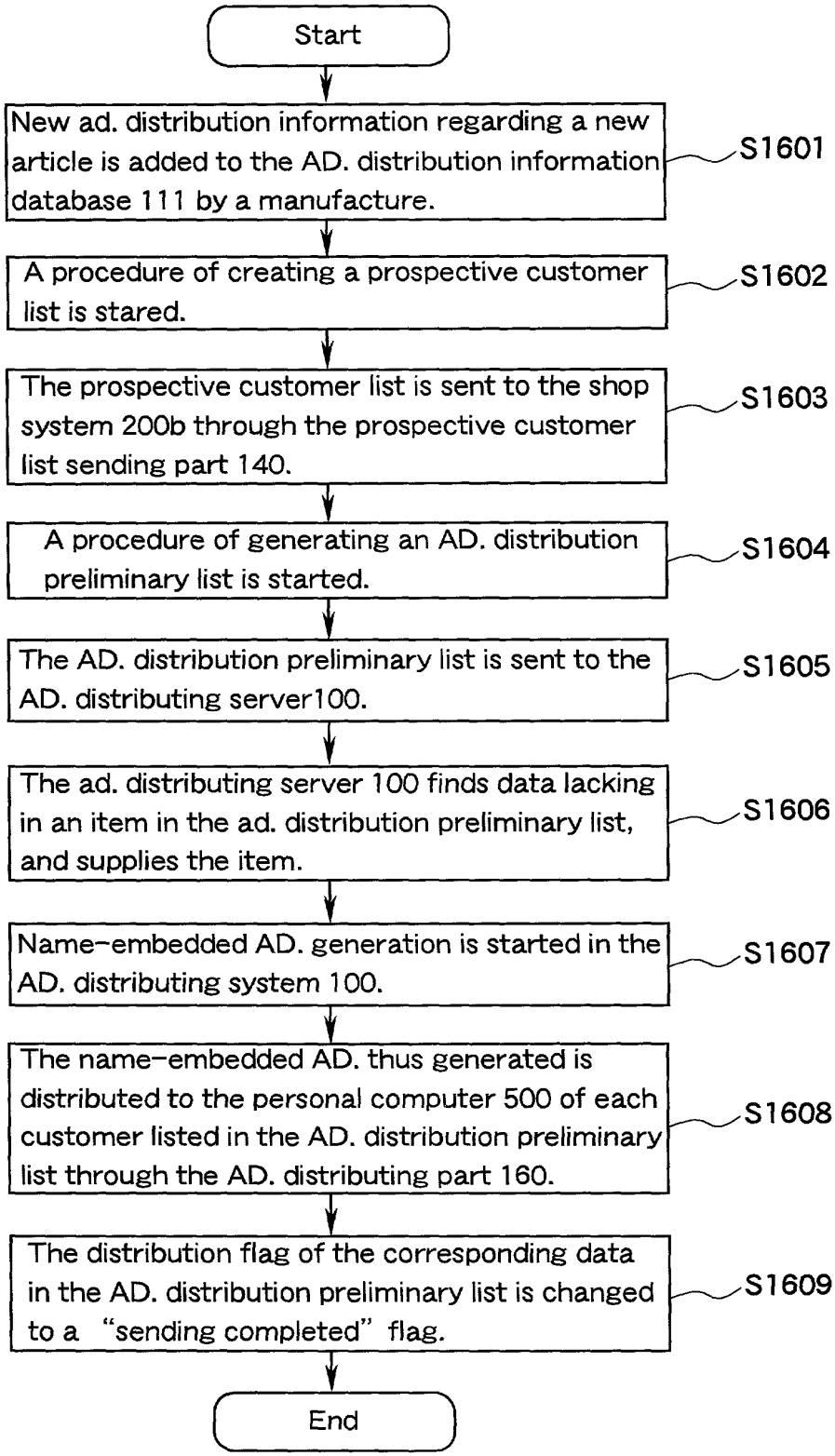
Start
New ad. distribution information regarding a new article is added to the AD. distribution information database 111 by a manufacture.
S1601
A procedure of creating a prospective customer list is stared.
S1602
The prospective customer list is sent to the shop system 200b through the prospective customer list sending part 140.
S1603
A procedure of generating an AD. distribution preliminary list is started.
S1604
The AD. distribution preliminary list is sent to the AD. distributing server100.
S1605
The ad. distributing server 100 finds data lacking in an item in the ad. distribution preliminary list, and supplies the item.
S1606
Name-embedded AD. generation is started in the AD. distributing system 100.
S1607
The name-embedded AD. thus generated is distributed to the personal computer 500 of each customer listed in the AD. distribution preliminary list through the AD. distributing part 160.
S1608
The distribution flag of the corresponding data in the AD. distribution preliminary list is changed to a "sending completed" flag.
S1609
End

FIG. 16

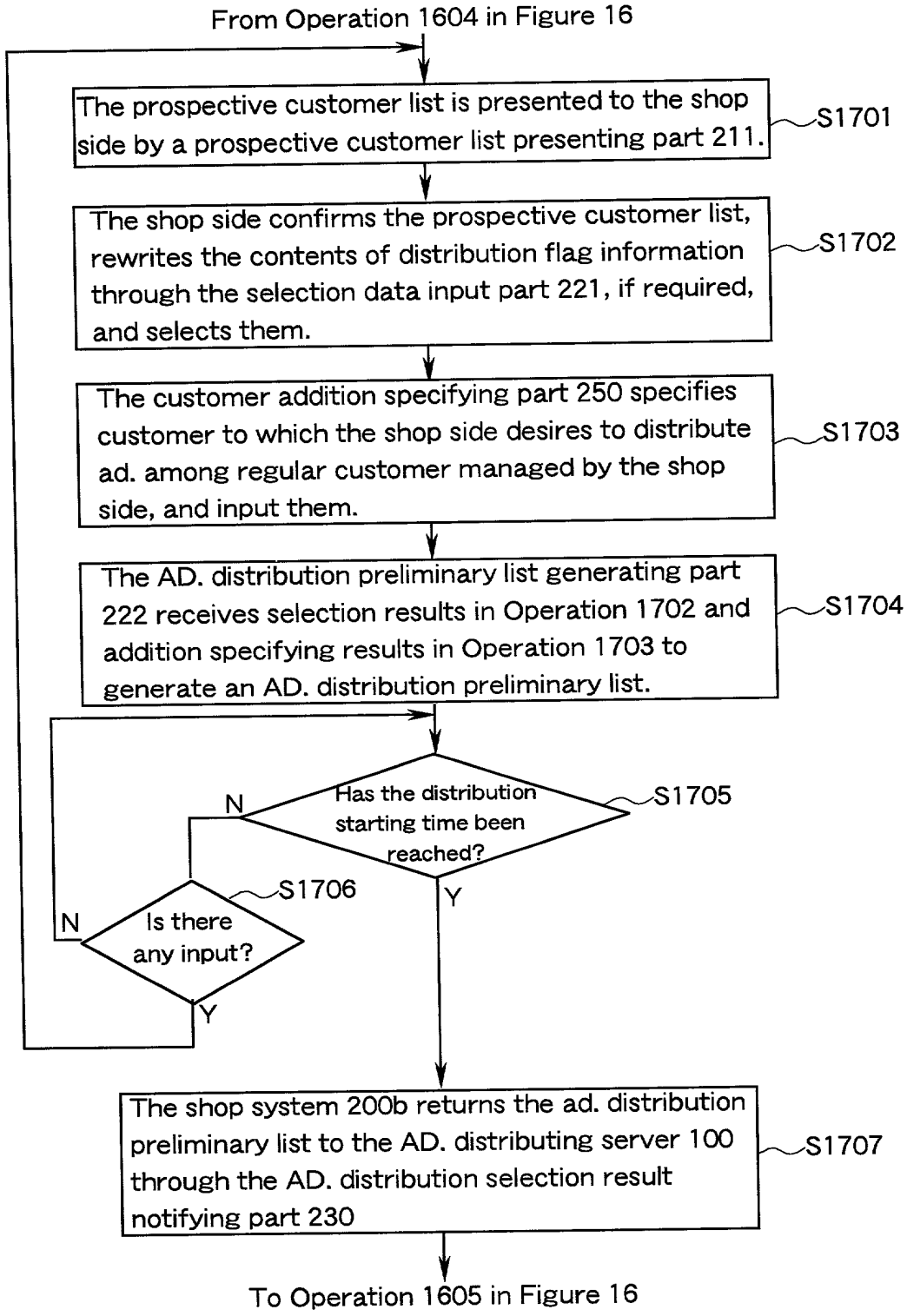
From Operation 1604 in Figure 16
The prospective customer list is presented to the shop side by a prospective customer list presenting part 211.
S1701
The shop side confirms the prospective customer list, rewrites the contents of distribution flag information through the selection data input part 221, if required, and selects them.
S1702
The customer addition specifying part 250 specifies customer to which the shop side desires to distribute ad. among regular customer managed by the shop side, and input them.
S1703
The AD. distribution preliminary list generating part 222 receives selection results in Operation 1702 and addition specifying results in Operation 1703 to generate an AD. distribution preliminary list.
S1704
Has the distribution starting time been reached?
S1705
N
Y
Is there any input?
S1706
N
Y
The shop system 200b returns the ad. distribution preliminary list to the AD. distributing server 100 through the AD. distribution selection result notifying part 230
S1707
To Operation 1605 in Figure 16

FIG. 17

Customer name	Electronic mail address	Postal code	Address	TEL No.
Yohji Kohda	kohda@××××. ××××.co.jp	674-8555	--	--
Yuji Kijima	kijima@××××. ××××.co.jp	674-8555	--	--
Toyoaki Koizumi	toyo@××××. ××××.ne.jp	674-8555	--	--
Hitoshi Sakai	sakai@××××. ××××.ne.jp	674-8555	--	--

FIG. 18

Customer name	Electronic mail address	Postal code	Address	TEL No.	Addition Specification
Yohji Kohda	kohda@××××. ××××.co.jp	674-8555	--	--	
Yuji Kijima	kijima@××××. ××××.co.jp	674-8555	--	--	○
Toyoaki Koizumi	toyo@××××. ××××.ne.jp	674-8555	--	--	○
Hitoshi Sakai	sakai@××××. ××××.ne.jp	674-8555	--	--	

FIG. 19

Article ID	Customer ID	Electronic mail address	Shop ID	Flag
3444	4343	uyama@××××.××××.co.jp	322	Prospective
3444	7323	kohda@××××.××××.co.jp	322	Sending prohibited
3444	5445	iwayama@××××.××××.co.jp	322	Prospective
3444		kijima@××××.××××.co.jp	322	Regular
3444		toyo@××××.××××.ne.jp	322	Regular

FIG. 20

Article ID	Customer ID	Electronic mail address	Shop ID	Flag
3444	4343	uyama@××××.××××.co.jp	322	Prospective
3444	7323	kohda@××××.××××.co.jp	322	Sending prohibited
3444	5445	iwayama@××××.××××.co.jp	322	Prospective
3444	5456	kijima@××××.××××.co.jp	322	Regular
3444		toyo@××××.××××.ne.jp	322	Regular

FIG. 21

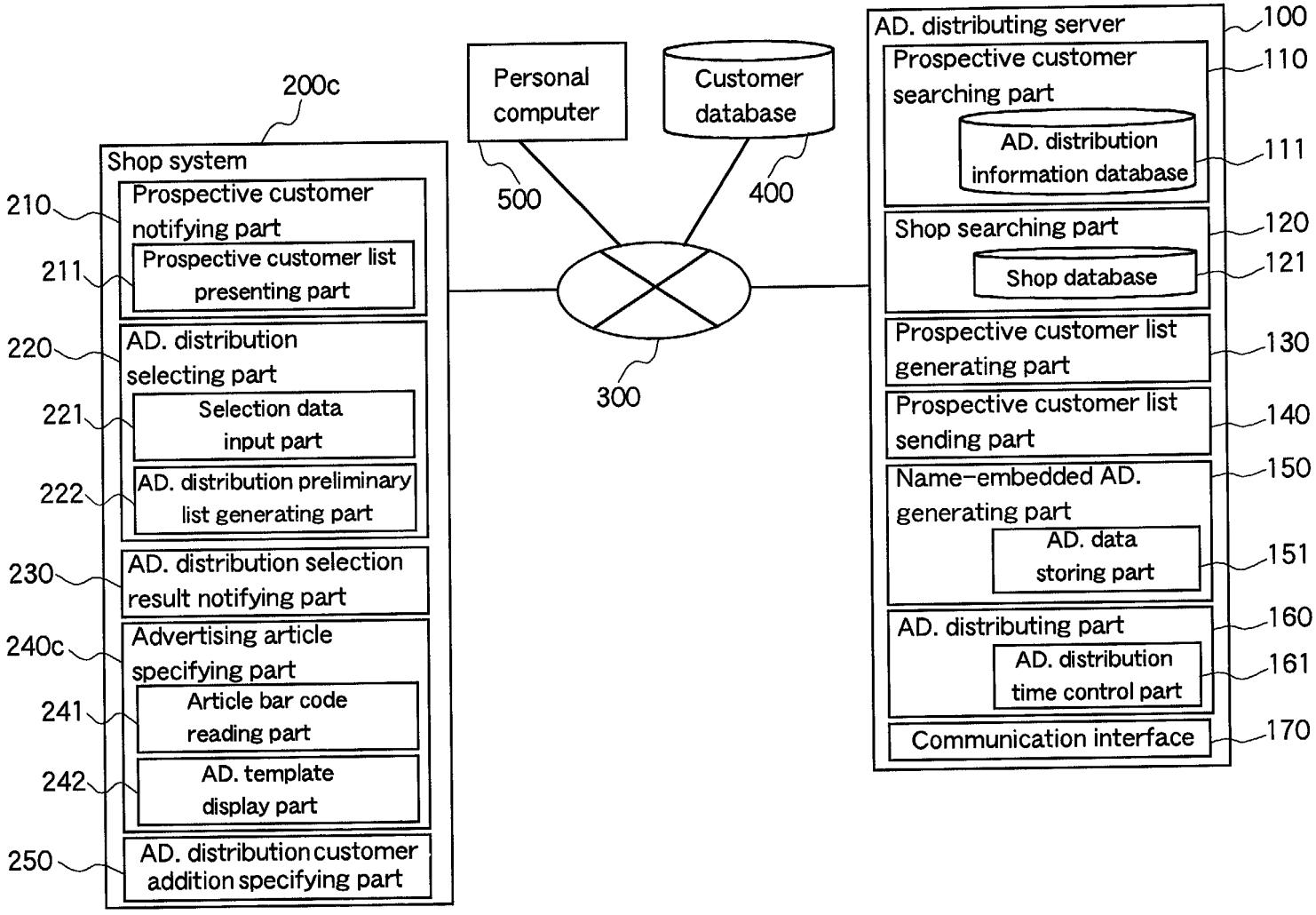
AD. distributing server
100
Prospective customer searching part
110
AD. distribution information database
111
Shop searching part
120
Shop database
121
Prospective customer list generating part
130
Prospective customer list sending part
140
Name-embedded AD. generating part
150
AD. data storing part
151
AD. distributing part
160
AD. distribution time control part
161
Communication interface
170
Personal computer
500
Customer database
400
300
200c
Shop system
210
Prospective customer notifying part
211
Prospective customer list presenting part
220
AD. distribution selecting part
221
Selection data input part
222
AD. distribution preliminary list generating part
230
AD. distribution selection result notifying part
240c
Advertising article specifying part
241
Article bar code reading part
242
AD. template display part
250
AD. distribution customer addition specifying part

FIG. 22

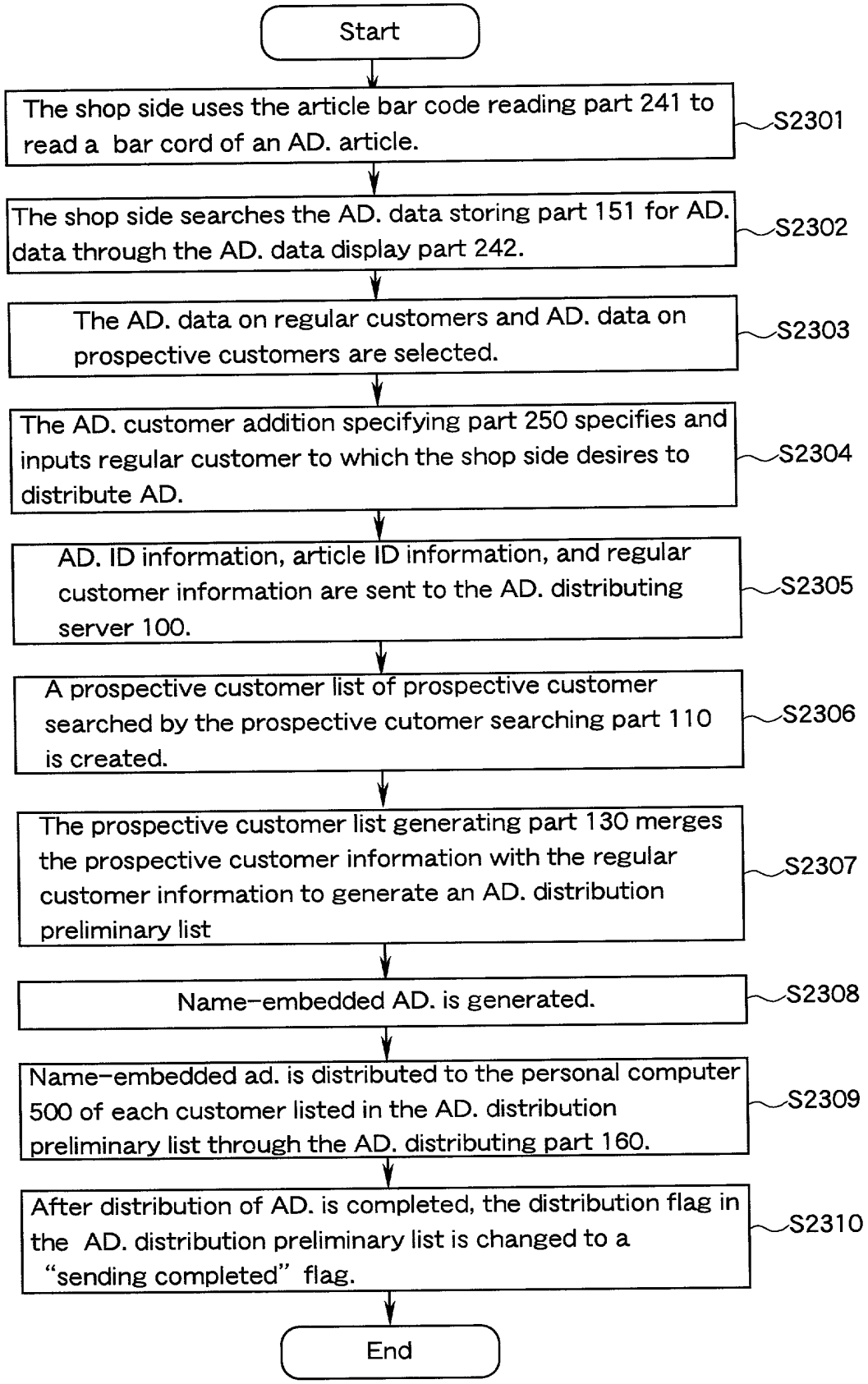
Start
The shop side uses the article bar code reading part 241 to read a bar cord of an AD. article.
S2301
The shop side searches the AD. data storing part 151 for AD. data through the AD. data display part 242.
S2302
The AD. data on regular customers and AD. data on prospective customers are selected.
S2303
The AD. customer addition specifying part 250 specifies and inputs regular customer to which the shop side desires to distribute AD.
S2304
AD. ID information, article ID information, and regular customer information are sent to the AD. distributing server 100.
S2305
A prospective customer list of prospective customer searched by the prospective cutomer searching part 110 is created.
S2306
The prospective customer list generating part 130 merges the prospective customer information with the regular customer information to generate an AD. distribution preliminary list
S2307
Name-embedded AD. is generated.
S2308
Name-embedded ad. is distributed to the personal computer 500 of each customer listed in the AD. distribution preliminary list through the AD. distributing part 160.
S2309
After distribution of AD. is completed, the distribution flag in the AD. distribution preliminary list is changed to a "sending completed" flag.
S2310
End

FIG. 23

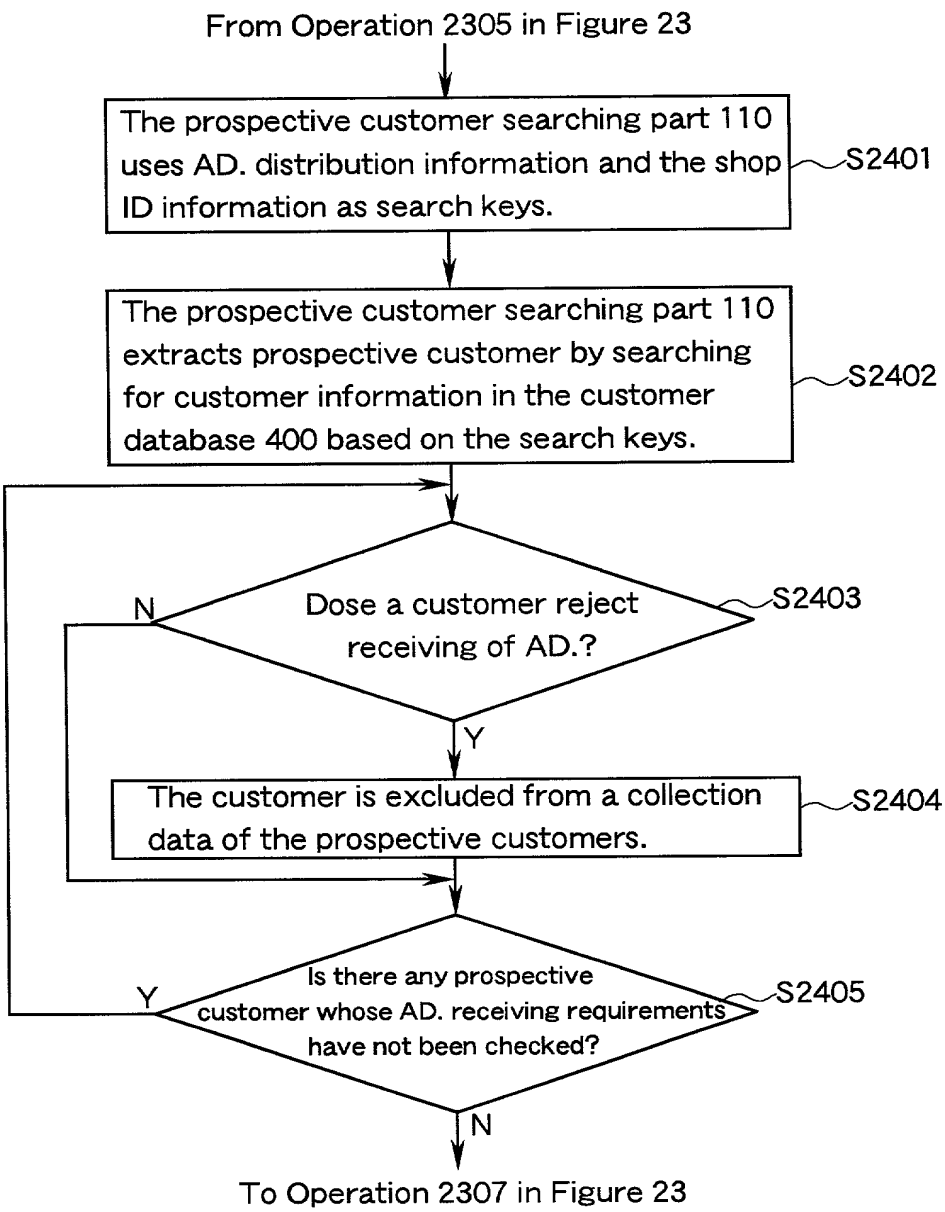
From Operation 2305 in Figure 23
The prospective customer searching part 110 uses AD. distribution information and the shop ID information as search keys.
S2401
The prospective customer searching part 110 extracts prospective customer by searching for customer information in the customer database 400 based on the search keys.
S2402
Dose a customer reject receiving of AD.?
S2403
N
Y
The customer is excluded from a collection data of the prospective customers.
S2404
Is there any prospective customer whose AD. receiving requirements have not been checked?
S2405
Y
N
To Operation 2307 in Figure 23

FIG. 24

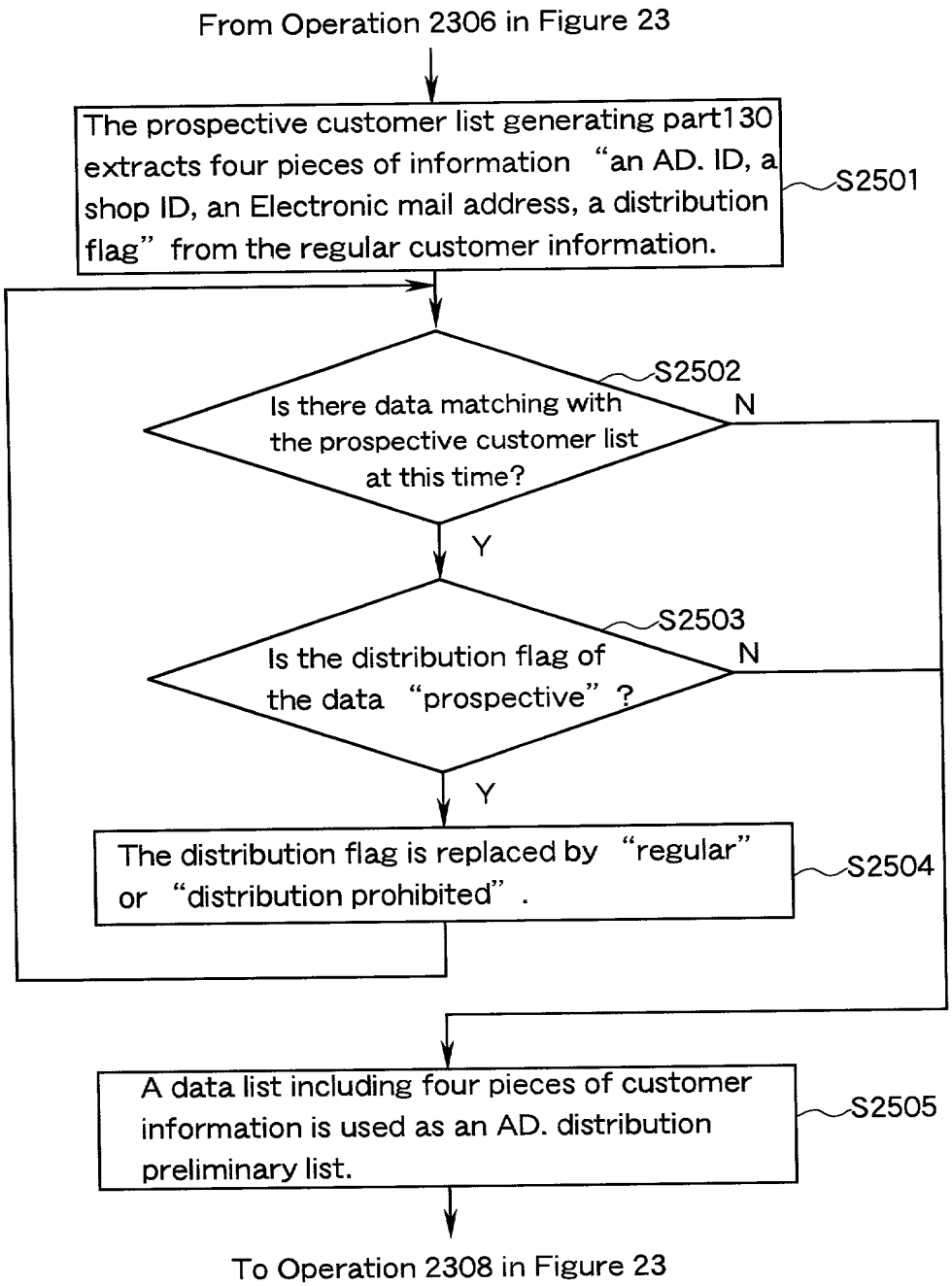
From Operation 2306 in Figure 23
The prospective customer list generating part130 extracts four pieces of information "an AD. ID, a shop ID, an Electronic mail address, a distribution flag" from the regular customer information.
S2501
S2502
Is there data matching with the prospective customer list at this time?
N
Y
S2503
Is the distribution flag of the data "prospective" ?
N
Y
The distribution flag is replaced by "regular" or "distribution prohibited" .
S2504
A data list including four pieces of customer information is used as an AD. distribution preliminary list.
S2505
To Operation 2308 in Figure 23

FIG. 25

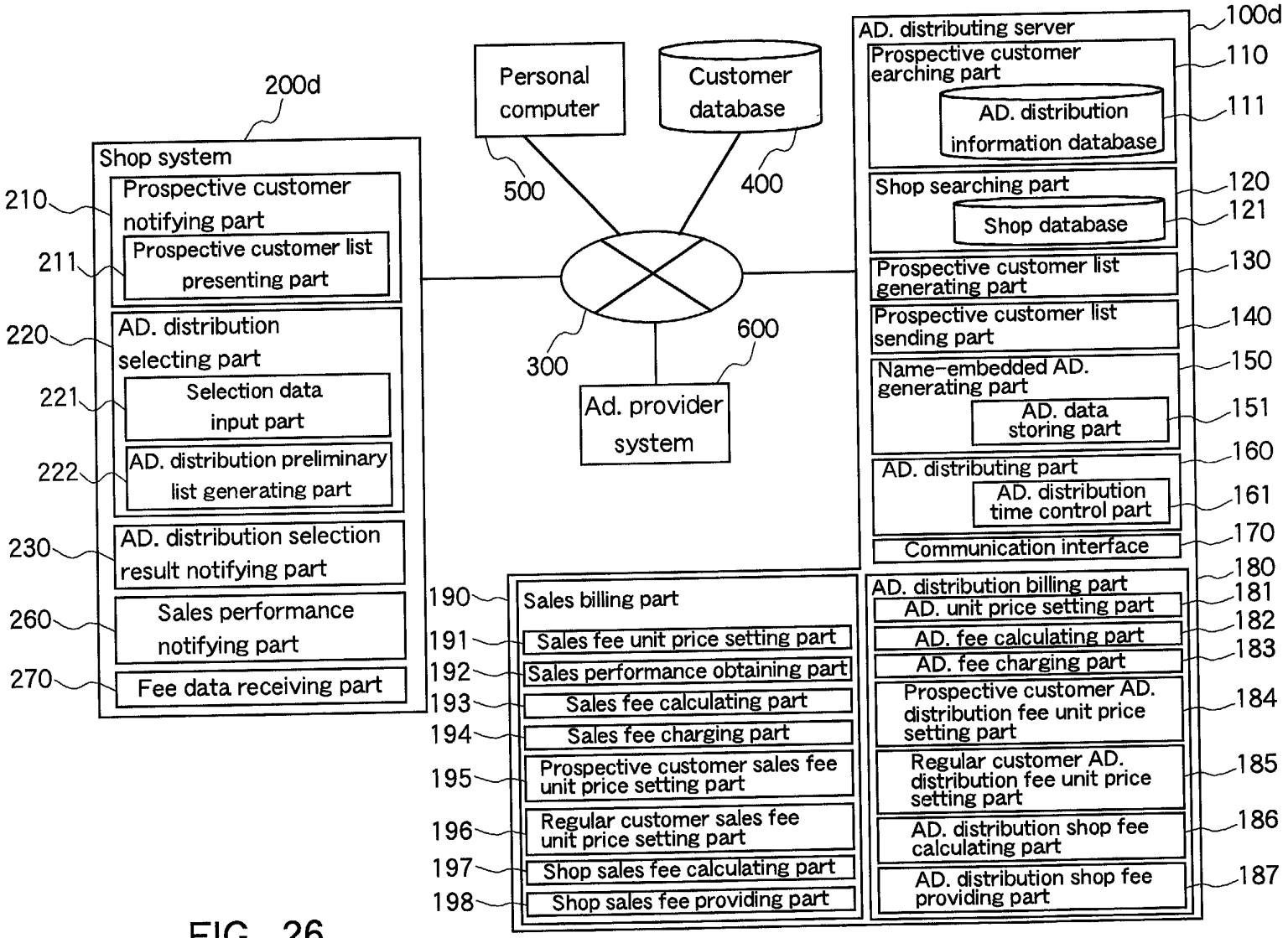
AD. distributing server
100d
Prospective customer earching part
110
AD. distribution information database
111
Shop searching part
120
Shop database
121
Prospective customer list generating part
130
Prospective customer list sending part
140
Name-embedded AD. generating part
150
AD. data storing part
151
AD. distributing part
160
AD. distribution time control part
161
Communication interface
170
AD. distribution billing part
180
AD. unit price setting part
181
AD. fee calculating part
182
AD. fee charging part
183
Prospective customer AD. distribution fee unit price setting part
184
Regular customer AD. distribution fee unit price setting part
185
AD. distribution shop fee calculating part
186
AD. distribution shop fee providing part
187
Personal computer
500
Customer database
400
300
600
Ad. provider system
200d
Shop system
210
Prospective customer notifying part
211
Prospective customer list presenting part
220
AD. distribution selecting part
221
Selection data input part
222
AD. distribution preliminary list generating part
230
AD. distribution selection result notifying part
260
Sales performance notifying part
270
Fee data receiving part
190
Sales billing part
191
Sales fee unit price setting part
192
Sales performance obtaining part
193
Sales fee calculating part
194
Sales fee charging part
195
Prospective customer sales fee unit price setting part
196
Regular customer sales fee unit price setting part
197
Shop sales fee calculating part
198
Shop sales fee providing part

FIG. 26

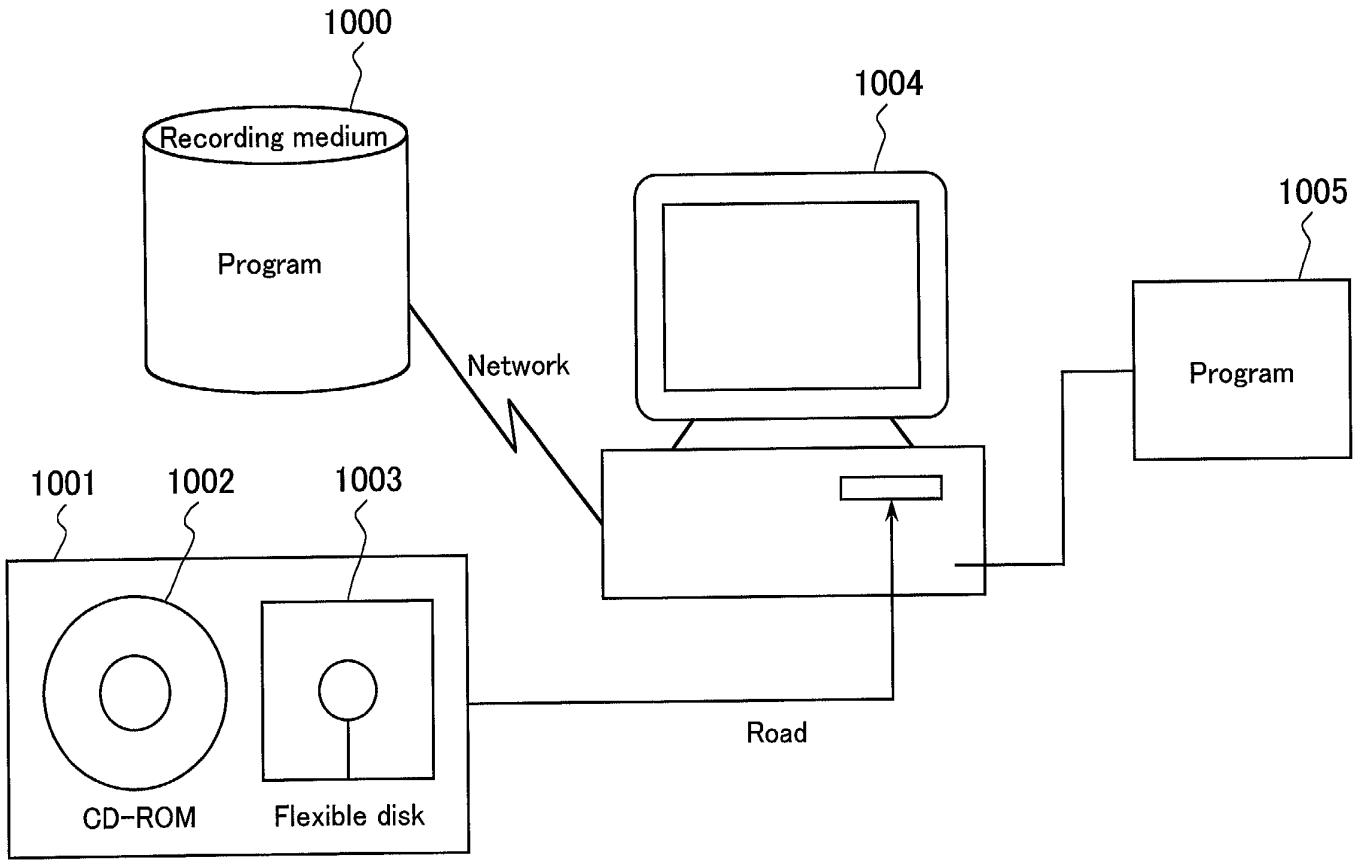
1000
Recording medium
Program
1004
1005
Program
Network
1001
1002
1003
CD-ROM
Flexible disk
Road

FIG. 27

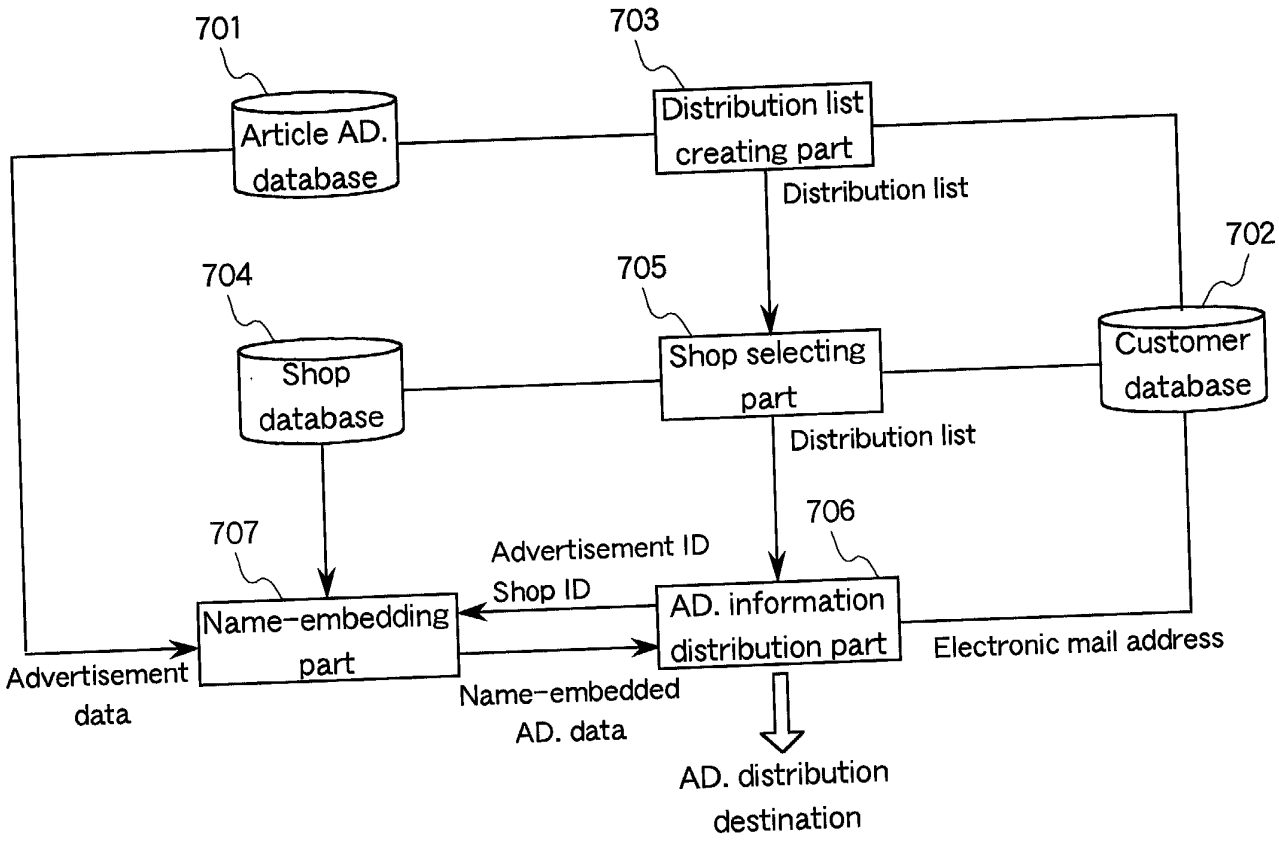
701
703
Article AD. database
Distribution list creating part
Distribution list
702
704
705
Shop database
Shop selecting part
Customer database
Distribution list
706
707
Advertisement ID
Shop ID
Name-embedding part
AD. information distribution part
Electronic mail address
Advertisement data
Name-embedded AD. data
AD. distribution destination

FIG. 28